



USAID | INDIA

FROM THE AMERICAN PEOPLE

Subject: Sources Sought Notice, RFI No. 386-07-011

07/13/2007

Dear Interested Parties,

This is to inform you that the USAID is seeking sources from individuals and organizations for Market Based Partnerships Assessment in the health arena in India.

Services of two specialists is envisioned: one private sector specialist with corporate and marketing experience and an understanding of development issues and public health; and another public health specialist with in-depth understanding of public health issues in India and an understanding of private sector approaches to health care. Both specialists will work with USAID/India to undertake an assessment of the commercial private sector and identify areas of possible public-private partnerships in health that will complement USAID/India's programs and accelerate the pace of their achievement. The private sector consultant will lead the two-person team. The consultants will work with USAID/India to:

- 1) Explore new private sector opportunities for market-based partnerships that help in delivering better public health outcomes.
- 2) Gauge the private commercial sector capacity, interest and motivation for initiating PPP models in health.
- 3) Assess whether the potential partnerships will be viable for bottom-of-the-pyramid (BOP) and rural markets in USAID priority states.
- 4) Provide specific recommendations to USAID/India for overall approaches and technical strategies for market-based partnerships for delivering better health outcomes. This will include a list of potential partners with illustrative areas for partnerships.

USAID/India is interested in identifying potential partnerships that are not driven by pure philanthropy or corporate social responsibility. Instead, USAID/India seeks partnerships that are ground in business and have the potential to cater to BOP and rural markets. The idea here is to harness the private sector channels that already exist for delivering public health information, products and/or services to generate demand and improve access and/or quality.

USAID/India will be provide further information and complete solicitation package (RFQ) directly to all interested parties that identify themselves as a result of this notice. Please respond at IndiaRCO@usaid.gov with a cc to rwalia@usaid.gov no later than 1000 hours (New Delhi time) on July 30, 2007. A copy of this notice is also posted at USAID/India website <http://www.usaid.gov/in> under the 'working with us' link.

Sincerely,

Marcus A. Johnson, Jr.

Regional Contracting & Agreement Officer